

Rep Order# 9765698 Ver# 13 Status Revised
EC'd Yes

Traffic Order#

Printed: 10/24/2012 8:12 AM
Last Received: 10/23/2012 9:33 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/17/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-BUYER ADDED \$6425 TO SKED. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	TU	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/23-10/23	0	0	0	\$0.00	
				Station Remark: V10 spot too late for log maybe we can double up on a day								
				V7 Comment Changed, Rate Changed								
				V11 Comment Changed, Spots/week Changed								
	*2	W	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/24-10/24	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*3	TH	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/25-10/25	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*4	F	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/26-10/26	2	1	2	\$500.00	
				V7 Comment Changed, Rate Changed								
				V11 Comment Changed, Spots/week Changed								
	*5	M	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*6	TU	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/23-10/23	0	0	0	\$0.00	
				Station Remark: V10 spot too late for log maybe we can double up								
				V7 Comment Changed, Rate Changed								
				V11 Comment Changed, Spots/week Changed								

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*7	W	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/24-10/24	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*8	TH	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/25-10/25	2	1	2	\$500.00	
				V7 Comment Changed, Rate Changed								
				V11 Comment Changed, Spots/week Changed								
	*9	F	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/26-10/26	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*10	M	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*11	TU	7A-8A	EARLY SHOW	:30	\$190.00	10/23-10/23	1	1	1	\$190.00	
				V7 Comment Changed, Spots/week Changed								
	*12	W	7A-8A	EARLY SHOW	:30	\$190.00	10/24-10/24	1	1	1	\$190.00	
				V7 Comment Changed, Spots/week Changed								
	*13	TH	7A-8A	EARLY SHOW	:30	\$190.00	10/25-10/25	0	0	0	\$0.00	
				Station Remark: V10 1x na 10/25 no time combo \$ mg in remarks								
				V7 Comment Changed, Spots/week Changed								
				V11 Comment Changed, Spots/week Changed								
	*14	F	7A-8A	EARLY SHOW	:30	\$190.00	10/26-10/26	0	0	0	\$0.00	
				Station Remark: V10 1x na 10/26 no time combo \$ mg in remarks								
				V7 Comment Changed, Spots/week Changed								
				V11 Comment Changed, Spots/week Changed								
	*15	M	7A-8A	EARLY SHOW	:30	\$190.00	10/29-10/29	1	1	1	\$190.00	
				Station Remark: V10 1x na 10/29 no time combo \$ mg in remarks								
				V11 Comment Changed, Spots/week Changed								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*31	SU	630P-7P	LOCAL 12 NEWS	:30	\$550.00	10/28-10/28	1	1	1	\$550.00	
				Station Remark: V10 pls readd spot on 11/4 na sent in error								
				V7 Comment Changed, Spots/week Changed								
				V11 Comment Changed, Spots/week Changed								
	*58	F	10P-11P	BLUE BLOODS	:30	\$1,600.00	10/26-10/26	0	0	0	\$0.00	
				Station Remark: V10 1x na 10/26 no time combo \$ mg in remarks								
				V11 Comment Changed, Spots/week Changed								
	*59	TU	8P-9P	NCIS	:30	\$3,500.00	10/23-10/23	1	1	1	\$3,500.00	
				Station Remark: V10 pls readd spot made log at last min.								
				V7 Comment Changed, Spots/week Changed								
				V11 Comment Changed, Spots/week Changed								
	*61	F	9P-10P	CSI: NY	:30	\$2,000.00	10/26-10/26	0	0	0	\$0.00	
				V7 Comment Changed, Spots/week Changed								
	*79	W	9P-10P	CRIM MINDS	:30	\$3,200.00	10/24-10/24	0	0	0	\$0.00	
				Station Remark: V10 pls cxl spot due to line 59 made log								
				V7 Added								
				V11 Comment Changed, Spots/week Changed								
	*80	SA	12P-330P	BIG EAST	:30	\$350.00	10/27-10/27	1	1	1	\$350.00	
				V7 Added								
	*81	SA	330P-7P	SEC	:30	\$1,000.00	10/27-10/27	2	1	2	\$2,000.00	
				V7 Added								
	*82	SU	1135P-1205A	SPORTS	:30	\$750.00	10/28-10/28	0	0	0	\$0.00	
				Station Remark: V10 pls cxl spot due to line 31 was sent incorrectly.								
				V7 Added								
				V11 Comment Changed, Spots/week Changed								

EC'd Yes

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	---	-----	-----	-----	-----	-----	-----	-----
	*83	SA	105A-205A	CLOSER	:30	\$25.00	10/27-10/27	2	1	2	\$50.00	
		V7 Added										
	*84	SU	105A-205A	CLOSER	:30	\$25.00	10/28-10/28	2	1	2	\$50.00	
		V7 Added										
	*85	W-F	430A-459A	NEWS	:30	\$30.00	10/24-10/26	2	1	2	\$60.00	
		V7 Added										
	*86	W-F	5A-530A	NEWS	:30	\$500.00	10/24-10/26	2	1	2	\$1,000.00	
		V11 Added										
	*87	W-F	10A-11A	ANDERSON	:30	\$350.00	10/24-10/26	2	1	2	\$700.00	
		V11 Added										
	*88	W-F	1235A-135A	LATE LATE	:30	\$175.00	10/24-10/26	2	1	2	\$350.00	
		V11 Added										
	*89	W-F	430A-459A	NEWS	:30	\$30.00	10/24-10/26	4	1	4	\$120.00	
		V11 Added										
	*90	TH-F,M	12P-1230P	NEWS	:30	\$725.00	10/25-10/29	3	1	3	\$2,175.00	
		Sales Remark: V13 ADD TO SKED										
		<u>V13 Added</u>										
	*91	TH-F,M	4P-430P	NEWS	:30	\$650.00	10/25-10/29	3	1	3	\$1,950.00	
		Sales Remark: V13 ADD TO SKED										
		<u>V13 Added</u>										
	*92	TH-F,M	10A-11A	ANDERSON	:30	\$350.00	10/25-10/29	3	1	3	\$1,050.00	
		Sales Remark: V13 ADD TO SKED										
		V13 Added										

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*93	TH-F,M	1135P-1235A	LETTERMAN	:30	\$750.00	10/25-10/29	1 P2	1	1	\$750.00	
		Sales Remark: V13 ADD TO SKED										
		V13 Added										
	*94	TH-F,M	5A-530A	NEWS	:30	\$500.00	10/25-10/29	1 P2	1	1	\$500.00	
		Sales Remark: V13 ADD										
		V13 Added										

---REPORT TOTALS---

Report Totals: 45 / \$18,225.00

---SALES MONTHLY TOTALS---

Oct 12: 95 / \$61,030.00 Nov 12: 19 / \$11,820.00

Sales Totals: 114 / \$72,850.00

Station Totals: 114 / \$72,850.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$196,892	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	33%
		WKRC	37%	WLWT	20%	WSTR	0%	WXIX	10%		

Books null
Demos RA35+

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*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. ALL CHANGES OK, WE ARE NOW \$750 OVER. PLS
CNF

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	✓1	TU	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/23-10/23	0	0	0	\$0.00	
				Sales Remark: V11 1X NA								
				V7 Comment Changed, Rate Changed								
				V11 Comment Changed, Spots/week Changed								
	*2	W	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/24-10/24	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*3	TH	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/25-10/25	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*4	F	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/26-10/26	2	1	2	\$500.00	
				Sales Remark: V11 1X ADD								
				V7 Comment Changed, Rate Changed								
				V11 Comment Changed, Spots/week Changed								
	*5	M	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								

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	*6	TU	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/23-10/23	0	0	0	\$0.00	
				Sales Remark: V11 1X NA								
				V7 Comment Changed, Rate Changed								
				V11 Comment Changed, Spots/week Changed								
	*7	W	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/24-10/24	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*8	TH	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/25-10/25	2	1	2	\$500.00	
				Sales Remark: V11 1X ADD								
				V7 Comment Changed, Rate Changed								
				V11 Comment Changed, Spots/week Changed								
	*9	F	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/26-10/26	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*10	M	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*11	TU	7A-8A	EARLY SHOW	:30	\$190.00	10/23-10/23	1	1	1	\$190.00	
				V7 Comment Changed, Spots/week Changed								
	*12	W	7A-8A	EARLY SHOW	:30	\$190.00	10/24-10/24	1	1	1	\$190.00	
				V7 Comment Changed, Spots/week Changed								
	*13	TH	7A-8A	EARLY SHOW	:30	\$190.00	10/25-10/25	0	0	0	\$0.00	
				Sales Remark: V11 1X NA								
				V7 Comment Changed, Spots/week Changed								
				V11 Comment Changed, Spots/week Changed								
	*14	F	7A-8A	EARLY SHOW	:30	\$190.00	10/26-10/26	0	0	0	\$0.00	
				Sales Remark: V11 1X NA								
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	*15	M	7A-8A	EARLY SHOW	:30	\$190.00	10/29-10/29	1	1	1	\$190.00	
				Sales Remark: V11 1X NA								
				V11 Comment Changed, Spots/week Changed								
	*31	SU	630P-7P	LOCAL 12 NEWS	:30	\$550.00	10/28-10/28	1	1	1	\$550.00	
				Sales Remark: V11 ADD								
				V7 Comment Changed, Spots/week Changed								
				V11 Comment Changed, Spots/week Changed								
	*58	F	10P-11P	BLUE BLOODS	:30	\$1,600.00	10/26-10/26	0	0	0	\$0.00	
				Sales Remark: V11 1X NA								
				V11 Comment Changed, Spots/week Changed								
	*59	TU	8P-9P	NCIS	:30	\$3,500.00	10/23-10/23	1	1	1	\$3,500.00	
				Sales Remark: V11 ADD								
				V7 Comment Changed, Spots/week Changed								
				V11 Comment Changed, Spots/week Changed								
	*61	F	9P-10P	CSI: NY	:30	\$2,000.00	10/26-10/26	0	0	0	\$0.00	
				V7 Comment Changed, Spots/week Changed								
	*79	W	9P-10P	CRIM MINDS	:30	\$3,200.00	10/24-10/24	0	0	0	\$0.00	
				Sales Remark: V11 CX								
				V7 Added								
				V11 Comment Changed, Spots/week Changed								
	*80	SA	12P-330P	BIG EAST	:30	\$350.00	10/27-10/27	1	1	1	\$350.00	
				V7 Added								
	*81	SA	330P-7P	SEC	:30	\$1,000.00	10/27-10/27	2	1	2	\$2,000.00	
				V7 Added								

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	*82	SU	1135P-1205A	SPORTS	:30	\$750.00	10/28-10/28	0	0	0	\$0.00	
			Sales Remark: V11 CX									
			V7 Added									
			V11 Comment Changed, Spots/week Changed									
	*83	SA	105A-205A	CLOSER	:30	\$25.00	10/27-10/27	2	1	2	\$50.00	
			V7 Added									
	*84	SU	105A-205A	CLOSER	:30	\$25.00	10/28-10/28	2	1	2	\$50.00	
			V7 Added									
	*85	W-F	430A-459A	NEWS	:30	\$30.00	10/24-10/26	2	1	2	\$60.00	
			V7 Added									
	*86	W-F	5A-530A	NEWS	:30	\$500.00	10/24-10/26	2	1	2	\$1,000.00	
			Sales Remark: V11 MKGD									
			V11 Added									
	*87	W-F	10A-11A	ANDERSON	:30	\$350.00	10/24-10/26	2	1	2	\$700.00	
			Sales Remark: V11 MKGD									
			V11 Added									
	*88	W-F	1235A-135A	LATE LATE	:30	\$175.00	10/24-10/26	2	1	2	\$350.00	
			Sales Remark: V11 MKGD									
			V11 Added									
	*89	W-F	430A-459A	NEWS	:30	\$30.00	10/24-10/26	4	1	4	\$120.00	
			Sales Remark: V11 MKGD									
			V11 Added									

---REPORT TOTALS---

Rep Order# 9765698 Ver# 11 Status Revised
EC'd Yes

Traffic Order#

Printed: 10/23/2012 3:18 PM
Last Received: 10/23/2012 2:57 PM
Showing Buylines: All Rep & Sta Revised Lines

5 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Report Totals: 34 / \$11,800.00

---SALES MONTHLY TOTALS---

Oct 12: 87 / \$56,330.00 Nov 12: 16 / \$10,095.00

Sales Totals: 103 / \$66,425.00

Station Totals: 103 / \$66,425.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$179,527	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	33%
		WKRC	37%	WLWT	20%	WSTR	0%	WXIX	10%		

Books null
Demos RA35+

EC'd Yes

Traffic Order#

Showing Buylines: All Lines

1 of 8

Fax#

Hiatus Weeks

Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see lines 1 & 6 too late for log

Pls seeline 31 & 59 to readd spots.

pls see lines 79 & 82 for spots not added to order.

I think this will correct to 650. over to the order

 t/r

lynda/jim

V7 Comment Changed Rate Changed

Rep Order# 9765698 Ver# 10 Status Returned
EC'd Yes

Traffic Order#

Printed: 10/23/2012 11:07 AM
Last Received: 10/22/2012 10:21 PM
Showing Buylines: All Lines

2 of 8

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	TU	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/23-10/23	1	1	1	\$250.00	
				Station Remark: V10 spot too late for log maybe we can double up								
				V7 Comment Changed, Rate Changed								
	*7	W	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/24-10/24	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*8	TH	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/25-10/25	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*9	F	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/26-10/26	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*10	M	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*11	TU	7A-8A	EARLY SHOW	:30	\$190.00	10/23-10/23	1	1	1	\$190.00	
				V7 Comment Changed, Spots/week Changed								
	*12	W	7A-8A	EARLY SHOW	:30	\$190.00	10/24-10/24	1	1	1	\$190.00	
				V7 Comment Changed, Spots/week Changed								
	*13	TH	7A-8A	EARLY SHOW	:30	\$190.00	10/25-10/25	1	1	1	\$190.00	
				Station Remark: V10 1x na 10/25 no time combo \$ mg in remarks								
				V7 Comment Changed, Spots/week Changed								
	*14	F	7A-8A	EARLY SHOW	:30	\$190.00	10/26-10/26	1	1	1	\$190.00	
				Station Remark: V10 1x na 10/26 no time combo \$ mg in remarks								
				V7 Comment Changed, Spots/week Changed								
	*15	M	7A-8A	EARLY SHOW	:30	\$190.00	10/29-10/29	2	1	2	\$380.00	
				Station Remark: V10 1x na 10/29 no time combo \$ mg in remarks								
	16	TU	6A-630A	GOOD MORNING CINCINNATI @ 6	:30	\$325.00	10/23-10/23	1	1	1	\$325.00	

Rep Order# 9765698 Ver# 10 Status Returned
EC'd Yes

Traffic Order#

Printed: 10/23/2012 11:07 AM
Last Received: 10/22/2012 10:21 PM
Showing Buylines: All Lines

3 of 8

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	17	W	6A-630A	GOOD MORNING CINCINNATI @ 6	:30	\$325.00	10/24-10/24	1	1	1	\$325.00	
	18	TH	6A-630A	GOOD MORNING CINCINNATI @ 6	:30	\$325.00	10/25-10/25	1	1	1	\$325.00	
	19	F	6A-630A	GOOD MORNING CINCINNATI @ 6	:30	\$325.00	10/26-10/26	1	1	1	\$325.00	
	20	M	6A-630A	GOOD MORNING CINCINNATI @ 6	:30	\$325.00	10/29-10/29	1	1	1	\$325.00	
	21	TU	630A-7A	GOOD MORNING CINCINNATI @ 6	:30	\$325.00	10/23-10/23	1	1	1	\$325.00	
	22	W	630A-7A	GOOD MORNING CINCINNATI @ 6	:30	\$325.00	10/24-10/24	1	1	1	\$325.00	
	23	TH	630A-7A	GOOD MORNING CINCINNATI @ 6	:30	\$325.00	10/25-10/25	1	1	1	\$325.00	
	24	F	630A-7A	GOOD MORNING CINCINNATI @ 6	:30	\$325.00	10/26-10/26	1	1	1	\$325.00	
	25	M	630A-7A	GOOD MORNING CINCINNATI @ 6	:30	\$325.00	10/29-10/29	1	1	1	\$325.00	
	26	TU	8A-9A	EARLY SHOW	:30	\$190.00	10/23-10/23	2	1	2	\$380.00	
	27	W	8A-9A	EARLY SHOW	:30	\$190.00	10/24-10/24	2	1	2	\$380.00	
	28	TH	8A-9A	EARLY SHOW	:30	\$190.00	10/25-10/25	2	1	2	\$380.00	
	29	F	8A-9A	EARLY SHOW	:30	\$190.00	10/26-10/26	2	1	2	\$380.00	
	30	M	8A-9A	EARLY SHOW	:30	\$190.00	10/29-10/29	2	1	2	\$380.00	
	*31	SU	630P-7P	LOCAL 12 NEWS	:30	\$550.00	10/28-10/28	0	0	0	\$0.00	

Station Remark: V10 pls readd spot on 11/4 na sent in error
V7 Comment Changed, Spots/week Changed

Rep Order# 9765698 Ver# 10 Status Returned
EC'd Yes

Traffic Order#

Printed: 10/23/2012 11:07 AM
Last Received: 10/22/2012 10:21 PM
Showing Buylines: All Lines

4 of 8

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	32	TU	430P-5P	LOCAL 12 NEWS	:30	\$375.00	10/23-10/23	1	1	1	\$375.00	
	33	W	430P-5P	LOCAL 12 NEWS	:30	\$375.00	10/24-10/24	1	1	1	\$375.00	
	34	TH	430P-5P	LOCAL 12 NEWS	:30	\$375.00	10/25-10/25	1	1	1	\$375.00	
	35	F	430P-5P	LOCAL 12 NEWS	:30	\$375.00	10/26-10/26	1	1	1	\$375.00	
	36	M	430P-5P	LOCAL 12 NEWS	:30	\$375.00	10/29-10/29	1	1	1	\$375.00	
	37	TU	6P-630P	LOCAL 12 NEWS	:30	\$650.00	10/23-10/23	1	1	1	\$650.00	
	38	W	6P-630P	LOCAL 12 NEWS	:30	\$650.00	10/24-10/24	1	1	1	\$650.00	
	39	TH	6P-630P	LOCAL 12 NEWS	:30	\$650.00	10/25-10/25	1	1	1	\$650.00	
	40	F	6P-630P	LOCAL 12 NEWS	:30	\$650.00	10/26-10/26	1	1	1	\$650.00	
	41	M	6P-630P	LOCAL 12 NEWS	:30	\$650.00	10/29-10/29	1	1	1	\$650.00	
	42	TU	530P-6P	LOCAL 12 NEWS	:30	\$600.00	10/23-10/23	1	1	1	\$600.00	
	43	W	530P-6P	LOCAL 12 NEWS	:30	\$600.00	10/24-10/24	1	1	1	\$600.00	
	44	TH	530P-6P	LOCAL 12 NEWS	:30	\$600.00	10/25-10/25	1	1	1	\$600.00	
	45	F	530P-6P	LOCAL 12 NEWS	:30	\$600.00	10/26-10/26	1	1	1	\$600.00	
	46	M	530P-6P	LOCAL 12 NEWS	:30	\$600.00	10/29-10/29	1	1	1	\$600.00	
	47	TU	7P-730P	INSIDE EDITION	:30	\$650.00	10/23-10/23	1	1	1	\$650.00	
	48	W	7P-730P	INSIDE EDITION	:30	\$650.00	10/24-10/24	1	1	1	\$650.00	

Rep Order# 9765698 Ver# 10 Status Returned
EC'd Yes

Traffic Order#

Printed: 10/23/2012 11:07 AM
Last Received: 10/22/2012 10:21 PM
Showing Buylines: All Lines

5 of 8

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	49	TH	7P-730P	INSIDE EDITION	:30	\$650.00	10/25-10/25	1	1	1	\$650.00	
	50	F	7P-730P	INSIDE EDITION	:30	\$650.00	10/26-10/26	1	1	1	\$650.00	
	51	M	7P-730P	INSIDE EDITION	:30	\$650.00	10/29-10/29	1	1	1	\$650.00	
	52	TU	730P-8P	ENTERTAINMENT TONIGHT	:30	\$750.00	10/23-10/23	1	1	1	\$750.00	
	53	W	730P-8P	ENTERTAINMENT TONIGHT	:30	\$750.00	10/24-10/24	1	1	1	\$750.00	
	54	TH	730P-8P	ENTERTAINMENT TONIGHT	:30	\$750.00	10/25-10/25	1	1	1	\$750.00	
	55	F	730P-8P	ENTERTAINMENT TONIGHT	:30	\$750.00	10/26-10/26	1	1	1	\$750.00	
	56	M	730P-8P	ENTERTAINMENT TONIGHT	:30	\$750.00	10/29-10/29	1	1	1	\$750.00	
	57	SU	7P-8P	60 MINUTES	:30	\$3,000.00	10/28-10/28	1	1	1	\$3,000.00	
	*58	F	10P-11P	BLUE BLOODS	:30	\$1,600.00	10/26-10/26	1	1	1	\$1,600.00	
	Station Remark: V10 1x na 10/26 no time combo \$ mg in remarks											
	*59	TU	8P-9P	NCIS	:30	\$3,500.00	10/23-10/23	0	0	0	\$0.00	
	Station Remark: V10 pls readd spot made log at last min. V7 Comment Changed, Spots/week Changed											
	60	SU	9P-10P	GOOD WIFE	:30	\$2,400.00	10/28-10/28	1	1	1	\$2,400.00	
	*61	F	9P-10P	CSI: NY	:30	\$2,000.00	10/26-10/26	0	0	0	\$0.00	
	V7 Comment Changed, Spots/week Changed											
	62	W	8P-9P	SURVIVOR	:30	\$3,500.00	10/24-10/24	1	1	1	\$3,500.00	

Rep Order# 9765698 Ver# 10 Status Returned
EC'd Yes

Traffic Order#

Printed: 10/23/2012 11:07 AM
Last Received: 10/22/2012 10:21 PM
Showing Buylines: All Lines

6 of 8

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	63	TH	10P-11P	MENTALIST	:30	\$3,500.00	10/25-10/25	1	1	1	\$3,500.00	
	64	W	9P-10P	CRIMINAL MINDS	:30	\$3,200.00	10/24-10/24	1	1	1	\$3,200.00	
	65	TH	8P-9P	BIG BANG/RULES OF ENGAGEMENT	:30	\$3,800.00	10/25-10/25	1	1	1	\$3,800.00	
	66	M	10P-11P	HAWAII 5-O	:30	\$3,500.00	10/29-10/29	1	1	1	\$3,500.00	
	67	TU	1135P-1235A	LETTERMAN	:30	\$375.00	10/23-10/23	2	1	2	\$750.00	
	68	W	1135P-1235A	LETTERMAN	:30	\$375.00	10/24-10/24	2	1	2	\$750.00	
	69	TH	1135P-1235A	LETTERMAN	:30	\$375.00	10/25-10/25	2	1	2	\$750.00	
	70	F	1135P-1235A	LETTERMAN	:30	\$375.00	10/26-10/26	2	1	2	\$750.00	
	71	M	1135P-1235A	LETTERMAN	:30	\$375.00	10/29-10/29	2	1	2	\$750.00	
	72	TU	11P-1135P	12 NEWS @ 11	:30	\$1,100.00	10/23-10/23	1	1	1	\$1,100.00	
	73	W	11P-1135P	12 NEWS @ 11	:30	\$1,100.00	10/24-10/24	1	1	1	\$1,100.00	
	74	TH	11P-1135P	12 NEWS @ 11	:30	\$1,100.00	10/25-10/25	1	1	1	\$1,100.00	
	75	F	11P-1135P	12 NEWS @ 11	:30	\$1,100.00	10/26-10/26	1	1	1	\$1,100.00	
	76	SA	11P-1135P	12 NEWS @ 11	:30	\$1,100.00	10/27-10/27	1	1	1	\$1,100.00	
	77	SU	11P-1135P	12 NEWS @ 11	:30	\$1,100.00	10/28-10/28	1	1	1	\$1,100.00	

Rep Order# 9765698 Ver# 10 Status Returned
EC'd Yes

Traffic Order#

Printed: 10/23/2012 11:07 AM
Last Received: 10/22/2012 10:21 PM
Showing Buylines: All Lines

7 of 8

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	78	M	11P-1135P	12 NEWS @ 11	:30	\$1,100.00	10/29-10/29	1	1	1	\$1,100.00	
	*79	W	9P-10P	CRIM MINDS	:30	\$3,200.00	10/24-10/24	1	1	1	\$3,200.00	
			Station Remark: V10 pls cxl spot due to line 59 made log V7 Added									
	*80	SA	12P-330P	BIG EAST	:30	\$350.00	10/27-10/27	1	1	1	\$350.00	
			V7 Added									
	*81	SA	330P-7P	SEC	:30	\$1,000.00	10/27-10/27	2	1	2	\$2,000.00	
			V7 Added									
	*82	SU	1135P-1205A	SPORTS	:30	\$750.00	10/28-10/28	1	1	1	\$750.00	
			Station Remark: V10 pls cxl spot due toline 31 was sent incorrectly. V7 Added									
	*83	SA	105A-205A	CLOSER	:30	\$25.00	10/27-10/27	2	1	2	\$50.00	
			V7 Added									
	*84	SU	105A-205A	CLOSER	:30	\$25.00	10/28-10/28	2	1	2	\$50.00	
			V7 Added									
	*85	W-F	430A-459A	NEWS	:30	\$30.00	10/24-10/26	2	1	2	\$60.00	
			V7 Added									

---REPORT TOTALS---

Report Totals: 97 / \$66,325.00

---SALES MONTHLY TOTALS---

Oct 12: 80 / \$56,040.00

Nov 12: 17 / \$10,285.00

Rep Order# 9765698 Ver# 10 Status Returned
EC'd Yes

Traffic Order#

Printed: 10/23/2012 11:07 AM
Last Received: 10/22/2012 10:21 PM
Showing Buylines: All Lines

8 of 8

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
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Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Sales Totals: 97 / \$66,325.00
Station Totals: 97 / \$66,325.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$179,257	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	33%
		WKRC	37%	WLWT	20%	WSTR	0%	WXIX	10%		

Books null
Demos RA35+

Rep Order# 9765698 Ver# 8 Status Returned
EC'd Yes

Traffic Order#

Printed: 10/23/2012 9:16 AM
Last Received: 10/22/2012 10:21 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	TU	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/23-10/23	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*2	W	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/24-10/24	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*3	TH	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/25-10/25	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*4	F	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/26-10/26	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*5	M	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*6	TU	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/23-10/23	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*7	W	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/24-10/24	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*8	TH	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/25-10/25	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*9	F	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/26-10/26	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								

Rep Order# 9765698 Ver# 8 Status Returned
EC'd Yes

Traffic Order#

Printed: 10/23/2012 9:16 AM
Last Received: 10/22/2012 10:21 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*10	M	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*11	TU	7A-8A	EARLY SHOW	:30	\$190.00	10/23-10/23	1	1	1	\$190.00	
				V7 Comment Changed, Spots/week Changed								
	*12	W	7A-8A	EARLY SHOW	:30	\$190.00	10/24-10/24	1	1	1	\$190.00	
				V7 Comment Changed, Spots/week Changed								
	*13	TH	7A-8A	EARLY SHOW	:30	\$190.00	10/25-10/25	1	1	1	\$190.00	
				Station Remark: V8 1x na 10/25 no time combo \$ mg in remarks								
				V7 Comment Changed, Spots/week Changed								
	*14	F	7A-8A	EARLY SHOW	:30	\$190.00	10/26-10/26	1	1	1	\$190.00	
				Station Remark: V8 1x na 10/26 no time combo \$ mg in remarks								
				V7 Comment Changed, Spots/week Changed								
	*31	SU	630P-7P	LOCAL 12 NEWS	:30	\$550.00	10/28-10/28	0	0	0	\$0.00	
				V7 Comment Changed, Spots/week Changed								
	*59	TU	8P-9P	NCIS	:30	\$3,500.00	10/23-10/23	0	0	0	\$0.00	
				V7 Comment Changed, Spots/week Changed								
	*61	F	9P-10P	CSI: NY	:30	\$2,000.00	10/26-10/26	0	0	0	\$0.00	
				V7 Comment Changed, Spots/week Changed								
	*79	W	9P-10P	CRIM MINDS	:30	\$3,200.00	10/24-10/24	1	1	1	\$3,200.00	
				V7 Added								
	*80	SA	12P-330P	BIG EAST	:30	\$350.00	10/27-10/27	1	1	1	\$350.00	
				V7 Added								

Rep Order# 9765698 Ver# 8 Status Returned
EC'd Yes

Traffic Order#

Printed: 10/23/2012 9:16 AM
Last Received: 10/22/2012 10:21 PM
Showing Buylines: All Rep & Sta Revised Lines

3 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*81	SA	330P-7P	SEC	:30	\$1,000.00	10/27-10/27	2	1	2	\$2,000.00	
		V7	Added									
	*82	SU	1135P-1205A	SPORTS	:30	\$750.00	10/28-10/28	1	1	1	\$750.00	
		V7	Added									
	*83	SA	105A-205A	CLOSER	:30	\$25.00	10/27-10/27	2	1	2	\$50.00	
		V7	Added									
	*84	SU	105A-205A	CLOSER	:30	\$25.00	10/28-10/28	2	1	2	\$50.00	
		V7	Added									
	*85	W-F	430A-459A	NEWS	:30	\$30.00	10/24-10/26	2	1	2	\$60.00	
		V7	Added									
	*15	M	7A-8A	EARLY SHOW	:30	\$190.00	10/29-10/29	2	1	2	\$380.00	
		Station Remark:	V8 1x na 10/29 no time	combo \$ mg in remarks								
	*58	F	10P-11P	BLUE BLOODS	:30	\$1,600.00	10/26-10/26	1	1	1	\$1,600.00	
		Station Remark:	V8 1x na 10/26 no time	combo \$ mg in remarks								

---REPORT TOTALS---

Report Totals: 28 / \$11,700.00

---SALES MONTHLY TOTALS---

Oct 12: 80 / \$56,040.00 Nov 12: 17 / \$10,285.00

Sales Totals: 97 / \$66,325.00

Station Totals: 97 / \$66,325.00

Lines not sent/rcld/rtrn: 0 / \$0.00

Rep Order# 9765698 Ver# 8 Status Returned
EC'd Yes

Traffic Order#

Printed: 10/23/2012 9:16 AM
Last Received: 10/22/2012 10:21 PM
Showing Buylines: All Rep & Sta Revised Lines

4 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

---COMPETITIVE---

Market Totals	\$179,257	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	33%
		WKRC	37%	WLWT	20%	WSTR	0%	WXIX	10%		

Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Monday, October 22, 2012 3:06 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 67363

Station: WKRC-TV

Order Information:

Order #: 67363
Order Total: \$64,175.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: SHERROD BROWN SENATE
Alternate Order #: 09765698
Flight Dates: 10/23/12 - 10/29/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (67363-58-1):

Rate: \$1,600.00
Air Date: Fri 10/26/12
Eligible Days: -----F-----
Inventory Code: Fri Reg 3
Inventory Description: Fri Reg 3
Inventory Code Time: 10:00 PM-11:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

2x Wed- Fri 9-10a @ \$1,600
2x Wed- Fri 10-11a @ \$1,350
2x Wed- Fri 12-13a @ \$1,350
4x Wed- Fri 4-5a @ \$1,350

(Consider w/ spots:)
67363-14-2
67363-13-2
67363-11-2

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Monday, October 22, 2012 3:14 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 67363

Station: WKRC-TV

Order Information:

Order #: 67363
Order Total: \$64,175.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: SHERROD BROWN SENATE
Alternate Order #: 09765698
Flight Dates: 10/23/12 - 10/29/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (67363-13-2):

Rate: \$190.00
Air Date: Thu 10/25/12
Eligible Days: ---Th-----
Inventory Code: CBS This Morning
Inventory Description: CBS Morning News
Inventory Code Time: 7:00 AM-8:00 AM
Spot Type: NM
Restricted: Earliest start: 7:00:00 AM, Latest end: 8:00:00 AM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Monday, October 22, 2012 3:15 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 67363

Station: WKRC-TV

Order Information:

Order #: 67363
Order Total: \$64,175.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: SHERROD BROWN SENATE
Alternate Order #: 09765698
Flight Dates: 10/23/12 - 10/29/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (67363-14-2):

Rate: \$190.00
Air Date: Fri 10/26/12
Eligible Days: -----F-----
Inventory Code: CBS This Morning
Inventory Description: CBS Morning News
Inventory Code Time: 7:00 AM-8:00 AM
Spot Type: NM
Restricted: Earliest start: 7:00:00 AM, Latest end: 8:00:00 AM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Monday, October 22, 2012 2:57 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 67363

Station: WKRC-TV

Order Information:

Order #: 67363
Order Total: \$64,175.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: SHERROD BROWN SENATE
Alternate Order #: 09765698
Flight Dates: 10/23/12 - 10/29/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (67363-15-2):

Rate: \$190.00
Air Date: Mon 10/29/12
Eligible Days: M-----
Inventory Code: CBS This Morning
Inventory Description: CBS Morning News
Inventory Code Time: 7:00 AM-8:00 AM
Spot Type: NM
Restricted: Earliest start: 7:00:00 AM, Latest end: 8:00:00 AM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

Rep Order# 9765698 Ver# 7 Status Revised
EC'd Yes

Traffic Order#

Printed: 10/23/2012 8:10 AM
Last Received: 10/22/2012 10:21 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE CHANGES OK. LYNDIA, I'M \$650 OVER,
PLS ADVISE. THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	TU	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/23-10/23	1 P3	1	1	\$250.00	
				Sales Remark: V7 RTE CHG.								
				V7 Comment Changed, Rate Changed								
	*2	W	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/24-10/24	1	1	1	\$250.00	
				Sales Remark: V7 RTE CHG								
				V7 Comment Changed, Rate Changed								
	*3	TH	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/25-10/25	1	1	1	\$250.00	
				Sales Remark: V7 RTE CHG								
				V7 Comment Changed, Rate Changed								
	*4	F	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/26-10/26	1	1	1	\$250.00	
				Sales Remark: V7 RTE CHG								
				V7 Comment Changed, Rate Changed								
	*5	M	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
				Sales Remark: V7 RTE CHG								
				V7 Comment Changed, Rate Changed								

Rep Order# 9765698 Ver# 7 Status Revised
EC'd Yes

Traffic Order#

Printed: 10/23/2012 8:10 AM
Last Received: 10/22/2012 10:21 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*6	TU	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/23-10/23	1	P3	1	\$250.00	
				Sales Remark: V7 RTE CHG								
				V7 Comment Changed, Rate Changed								
	*7	W	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/24-10/24	1		1	\$250.00	
				Sales Remark: V7 RTE CHG								
				V7 Comment Changed, Rate Changed								
	*8	TH	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/25-10/25	1		1	\$250.00	
				Sales Remark: V7 RTE CHG								
				V7 Comment Changed, Rate Changed								
	*9	F	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/26-10/26	1		1	\$250.00	
				Sales Remark: V7 RTE CHG								
				V7 Comment Changed, Rate Changed								
	*10	M	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/29-10/29	1		1	\$250.00	
				Sales Remark: V7 RTE CHG								
				V7 Comment Changed, Rate Changed								
	*11	TU	7A-8A	EARLY SHOW	:30	\$190.00	10/23-10/23	1		1	\$190.00	
				Sales Remark: V7 1X NA								
				V7 Comment Changed, Spots/week Changed								
	*12	W	7A-8A	EARLY SHOW	:30	\$190.00	10/24-10/24	1		1	\$190.00	
				Sales Remark: V7 1X NA								
				V7 Comment Changed, Spots/week Changed								
	*13	TH	7A-8A	EARLY SHOW	:30	\$190.00	10/25-10/25	1		1	\$190.00	
				Sales Remark: V7 1X NA								
				V7 Comment Changed, Spots/week Changed								
	*14	F	7A-8A	EARLY SHOW	:30	\$190.00	10/26-10/26	1		1	\$190.00	
				Sales Remark: V7 1X NA								
				V7 Comment Changed, Spots/week Changed								

Rep Order# 9765698 Ver# 7 Status Revised
EC'd Yes

Traffic Order#

Printed: 10/23/2012 8:10 AM
Last Received: 10/22/2012 10:21 PM
Showing Buylines: All Rep & Sta Revised Lines

3 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*31	SU	630P-7P	LOCAL 12 NEWS	:30	\$550.00	10/28-10/28	0	0	0	\$0.00	
				Sales Remark: V7 1X NA								
				V7 Comment Changed, Spots/week Changed								
	*59	TU	8P-9P	NCIS	:30	\$3,500.00	10/23-10/23	0	0	0	\$0.00	
				Sales Remark: V7 1X NA								
				V7 Comment Changed, Spots/week Changed								
	*61	F	9P-10P	CSI: NY	:30	\$2,000.00	10/26-10/26	0	0	0	\$0.00	
				Sales Remark: V7 1X NA								
				V7 Comment Changed, Spots/week Changed								
	*79	W	9P-10P	CRIM MINDS	:30	\$3,200.00	10/24-10/24	1	1	1	\$3,200.00	
				Sales Remark: V7 MKGD								
				V7 Added								
	*80	SA	12P-330P	BIG EAST	:30	\$350.00	10/27-10/27	1	1	1	\$350.00	
				Sales Remark: V7 MKGD								
				V7 Added								
	*81	SA	330P-7P	SEC	:30	\$1,000.00	10/27-10/27	2	1	2	\$2,000.00	
				Sales Remark: V7 MKGD								
				V7 Added								
	*82	SU	1135P-1205A	SPORTS	:30	\$750.00	10/28-10/28	1	1	1	\$750.00	
				Sales Remark: V7 MKGD								
				V7 Added								
	*83	SA	105A-205A	CLOSER	:30	\$25.00	10/27-10/27	2	1	2	\$50.00	
				Sales Remark: V7 MKGD								
				V7 Added								

Rep Order# 9765698 Ver# 7 Status Revised
EC'd Yes

Traffic Order#

Printed: 10/23/2012 8:10 AM
Last Received: 10/22/2012 10:21 PM
Showing Buylines: All Rep & Sta Revised Lines

4 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
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Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*84	SU	105A-205A	CLOSER	✓30	\$25.00	10/28-10/28	2 P3	1	2	\$50.00	
			Sales Remark:	V7 MKGD								
			V7 Added									
	*85	W-F	430A-459A	NEWS	✓30	\$30.00	10/24-10/26	2 P4	1	2	\$60.00	
			Sales Remark:	V7 MKGD								
			V7 Added									

---REPORT TOTALS---

Report Totals: 25 / \$9,720.00

---SALES MONTHLY TOTALS---

Oct 12: 80 / \$56,040.00 Nov 12: 17 / \$10,285.00
Sales Totals: 97 / \$66,325.00
Station Totals: 97 / \$66,325.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$179,257	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 33%
		WKRC 37%	WLWT 20%	WSTR 0%	WXIX 10%	

Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Sunday, October 21, 2012 2:26 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 67363

Station: WKRC-TV

Order Information:
Order #: 67363
Order Total: \$64,175.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: SHERROD BROWN SENATE
Alternate Order #: 09765698
Flight Dates: 10/23/12 - 10/29/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (67363-59-1) :
Rate: \$3,500.00
Air Date: Tue 10/23/12
Eligible Days: -T-----
Inventory Code: Tue Reg 1
Inventory Description: Tue Reg 1
Inventory Code Time: 8:00 PM-9:00 PM
Spot Type: NM
Length: :30
Channel(s) : [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

*Log
Note*

Traffic Order#

Printed: 10/22/2012 12:56 PM
Last Received: 07/06/2012 1:00 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 3

Station	WKRC-TV CINCINNATI, OH
Advertiser	() POLITICAL
Product	SHERROD BROWN SENATE
Estimate#	
Buyer	MIKE DETTORRE
Phone#	
Fax#	

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 11-14, 31, 59 & 61 combo \$ mqs listed below

10/24 wed 9-10p 1x @ 3200. crim minds,
10/27 sat 12-330p x @ 350. big east & 2x @ 1000. 330-7psec
10/28 sun 1135p-1205a 1x @ 750.0 sports auth
10/27 sat 105-205a 2x @ 25. closer
10/28 sun 105-205a 2x @ 25. closer
wed-fri 430-5a news 2x @ 30. remember to book tues,wed or
thurs
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	*1	TU	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$150.00	10/23-10/23	1	1	1	\$150.00	
		Station Remark: V6 rate s/b 250.										
	*2	W	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$150.00	10/24-10/24	1	1	1	\$150.00	
		Station Remark: V6 rate s/b 250.										
	*3	TH	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$150.00	10/25-10/25	1	1	1	\$150.00	
		Station Remark: V6 rate s/b 250.										
	*4	F	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$150.00	10/26-10/26	1	1	1	\$150.00	
		Station Remark: V6 rate s/b 250.										
	*5	M	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$150.00	10/29-10/29	1	1	1	\$150.00	
		Station Remark: V6 rate s/b 250.										

Rep Order# 9765698 Ver# 6 Status Returned
EC'd Yes

Traffic Order#

Printed: 10/22/2012 12:56 PM
Last Received: 07/06/2012 1:00 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	TU	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$150.00	10/23-10/23	1	1	1	\$150.00	
				Station Remark: V6 rate s/b 250.								
	*7	W	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$150.00	10/24-10/24	1	1	1	\$150.00	
				Station Remark: V6 rate s/b 250.								
	*8	TH	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$150.00	10/25-10/25	1	1	1	\$150.00	
				Station Remark: V6 rate s/b 250.								
	*9	F	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$150.00	10/26-10/26	1	1	1	\$150.00	
				Station Remark: V6 rate s/b 250.								
	*10	M	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$150.00	10/29-10/29	1	1	1	\$150.00	
				Station Remark: V6 reat s/b 250.								
	*11	TU	7A-8A	EARLY SHOW	:30	\$190.00	10/23-10/23	2	1	2	\$380.00	
				Station Remark: V6 1x na 10/23 combo 4 mg in remarks								
	*12	W	7A-8A	EARLY SHOW	:30	\$190.00	10/24-10/24	2	1	2	\$380.00	
				Station Remark: V6 1x na 10/24 no time comb \$ mg in remarks								
	*13	TH	7A-8A	EARLY SHOW	:30	\$190.00	10/25-10/25	2	1	2	\$380.00	
				Station Remark: V6 1x na 10/25 no time mg in remarks								
	*14	F	7A-8A	EARLY SHOW	:30	\$190.00	10/26-10/26	2	1	2	\$380.00	
				Station Remark: V6 1x na 10/26 no time combo 4 mg in remarks								
	*31	SU	630P-7P	LOCAL 12 NEWS	:30	\$550.00	10/28-10/28	1	1	1	\$550.00	
				Station Remark: V6 1x na 11/4 no news combo \$ mg in remarks								
	*59	TU	8P-9P	NCIS	:30	\$3,500.00	10/23-10/23	1	1	1	\$3,500.00	
				Station Remark: V6 1x na 10/23 no time combo \$ mg in remarks								

Rep Order# 9765698 Ver# 6 Status Returned
EC'd Yes

Traffic Order#

Printed: 10/22/2012 12:56 PM
Last Received: 07/06/2012 1:00 PM
Showing Buylines: All Rep & Sta Revised Lines

3 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*61	F	9P-10P	CSI: NY	:30	\$2,000.00	10/26-10/26	1	1	1	\$2,000.00	
				Station Remark: V6 1x na 10/26 no time combo \$ mg in remarks								

---REPORT TOTALS---

Report Totals: 21 / \$9,070.00

---SALES MONTHLY TOTALS---

Oct 12: 76 / \$55,590.00 Nov 12: 17 / \$10,085.00
Sales Totals: 93 / \$65,675.00
Station Totals: 93 / \$65,675.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$177,500	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 33%
		WKRC 37%	WLWT 20%	WSTR 0%	WXIX 10%	

Books null
Demos RA35+

Connell II, Jim

From: ahoff@local12.com
Sent: Friday, October 19, 2012 4:39 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 67363

Station: WKRC-TV

Order Information:
Order #: 67363
Order Total: \$64,175.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: SHERROD BROWN SENATE
Alternate Order #: 09765698
Flight Dates: 10/23/12 - 10/29/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (67363-13-1):

Rate: \$190.00
Air Date: Thu 10/25/12
Eligible Days: ---Th-----
Inventory Code: CBS This Morning
Inventory Description: CBS Morning News
Inventory Code Time: 7:00 AM-8:00 AM

Spot Type: NM
Restricted: Earliest start: 7:00:00 AM, Latest end: 8:00:00 AM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

1x Wed 9-10P on 10/24 @ \$3200
2x Sat 12-3:30P on 10/27 @ \$3300
2x Sat 3:30-7P on 10/27 @ \$1000
1x Sun 11:30P-12:30A on 10/28 @ \$7500
2x Sat 1-2A on 10/27 @ \$2500
2x Sun 1-2A on 10/28 @ \$2500
2x W-Fri 4:30-5A W/O 10/22 @ \$300

Comps w/ spots:

67363-12-2
67363-11-1
67363-14-1
67363-31-1
67363-61-1
67363-59-1

Connell II, Jim

From: ahoff@local12.com
Sent: Friday, October 19, 2012 4:39 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 67363

Station: WKRC-TV

Order Information:

Order #: 67363
Order Total: \$64,175.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: SHERROD BROWN SENATE
Alternate Order #: 09765698
Flight Dates: 10/23/12 - 10/29/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (67363-11-1):

Rate: \$190.00
Air Date: Tue 10/23/12
Eligible Days: -T-----
Inventory Code: CBS This Morning
Inventory Description: CBS Morning News
Inventory Code Time: 7:00 AM-8:00 AM
Spot Type: NM
Restricted: Earliest start: 7:00:00 AM, Latest end: 8:00:00 AM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

Connell II, Jim

From: ahoff@local12.com
Sent: Friday, October 19, 2012 4:39 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 67363

Station: WKRC-TV

Order Information:

Order #: 67363
Order Total: \$64,175.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: SHERROD BROWN SENATE
Alternate Order #: 09765698
Flight Dates: 10/23/12 - 10/29/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (67363-12-2):

Rate: \$190.00
Air Date: Wed 10/24/12
Eligible Days: --W-----
Inventory Code: CBS This Morning
Inventory Description: CBS Morning News
Inventory Code Time: 7:00 AM-8:00 AM
Spot Type: NM
Restricted: Earliest start: 7:00:00 AM, Latest end: 8:00:00 AM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

Connell II, Jim

From: ahoff@local12.com
Sent: Friday, October 19, 2012 4:39 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 67363

Station: WKRC-TV

Order Information:

Order #: 67363
Order Total: \$64,175.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: SHERROD BROWN SENATE
Alternate Order #: 09765698
Flight Dates: 10/23/12 - 10/29/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (67363-14-1):

Rate: \$190.00
Air Date: Fri 10/26/12
Eligible Days: -----F-----
Inventory Code: CBS This Morning
Inventory Description: CBS Morning News
Inventory Code Time: 7:00 AM-8:00 AM
Spot Type: NM
Restricted: Earliest start: 7:00:00 AM, Latest end: 8:00:00 AM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Sunday, October 21, 2012 2:17 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 67363

Station: WKRC-TV

Order Information:

Order #: 67363
Order Total: \$64,175.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: SHERROD BROWN SENATE
Alternate Order #: 09765698
Flight Dates: 10/23/12 - 10/29/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (67363-61-1):

Rate: \$2,000.00
Air Date: Fri 10/26/12
Eligible Days: -----F-----
Inventory Code: Fri Reg 2
Inventory Description: Fri Reg 2
Inventory Code Time: 9:00 PM-10:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

Spot Manager: All, 10/17/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 67363												
Line: 11												
10/23/12	Tuesday	5:52:37 AM	:30	\$190.00	OHSBT\	CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	2	MWASH
											1	
Line: 12												
10/24/12	Wednesday		:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 13												
10/25/12	Thursday		:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	2	MWASH
											1	
Line: 14												
10/26/12	Friday		:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	2	MWASH
											1	
Line: 15												
10/29/12	Monday	7:49:21 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
10/29/12	Monday		:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	2	MWASH
											2	
Line: 16												
10/23/12	Tuesday	5:14:48 AM	:30	\$325.00	OHSBT\	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 17												
10/24/12	Wednesday	5:19:58 AM	:30	\$325.00	OHSBT\	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 18												
10/25/12	Thursday	5:13:12 AM	:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 19												
10/26/12	Friday	5:05:11 AM	:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 20												
10/29/12	Monday	5:20:58 AM	:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 21												
10/23/12	Tuesday	6:45:06 AM	:30	\$325.00	OHSBT\	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 22												
10/24/12	Wednesday	6:52:22 AM	:30	\$325.00	OHSBT\	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 23												

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/17/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: Sherrod Brown for Senate

Agency: Shorr Johnson Magnus

Station: WKRC-TV

Order: 67363

Line: 23

10/25/12	Thursday	5:52 AM	:30	\$325.00	6a Good Morn Cincinna (6:30:00 AM-7:00:00 A	SHERROD BROWN SEN	P-3	1	MWASH-
				\$325.00				1	

Line: 24

10/26/12	Friday	5:55 AM	:30	\$325.00	6a Good Morn Cincinna (6:30:00 AM-7:00:00 A	SHERROD BROWN SEN	P-3	1	MWASH-
				\$325.00					1

Line: 25

10/29/12	Monday	5:44:36 AM	:30	\$325.00	6a Good Morn Cincinna (6:30:00 AM-7:00:00 A	SHERROD BROWN SEN	P-3	1	MWASH-
				\$325.00				1	

Line: 26

10/23/12	Tuesday	5:53:01 AM	:30	\$190.00	OHSBT\	CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN	P-3		1	MWASH-
10/23/12	Tuesday	5:24:01 AM	:30	\$190.00	OHSBT\	CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN	P-3		2	MWASH-
				\$380.00							2	

Line: 27

10/24/12	Wednesday	5:53:00 AM	:30	\$190.00	OHSBT\	CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN	P-3		1	MWASH-
10/24/12	Wednesday	5:45:40 AM	:30	\$190.00	OHSBT\	CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN	P-3		2	MWASH-
				\$380.00							2	

Line: 28

10/25/12	Thursday	5:23:00 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN	P-3		1	MWASH-
10/25/12	Thursday	5:44:40 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN	P-3		2	MWASH-
				\$380.00							2	

Line: 29

10/26/12	Friday	5:45:55 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN	P-3		2	MWASH-
10/26/12	Friday	5:24:00 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN	P-3		1	MWASH-
				\$380.00							2	

Line: 30

10/29/12	Monday	5:53:30 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN	P-3		1	MWASH-
10/29/12	Monday	5:45:25 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	SHERROD BROWN SEN	P-3		2	MWASH-
				\$380.00							2	

Line: 31

10/28/12	Sunday	:39:55 PM	:30	\$550.00	630p Local 12 News Su 6:30 PM-7:00 PM	SHERROD BROWN SEN	P-3	1	MWASH-
				\$550.00				1	

Line: 32

10/23/12	Tuesday	4:39:44 PM	:30	\$375.00	OHSBT\4p Local 12 News at Fo (4:30:00 PM-5:00:00 P	SHERROD BROWN SEN	P-3	1	MWASH-
				\$375.00				1	

Line: 33

10/24/12	Wednesday	4:36:06 PM	:30	\$375.00	OHSBT\4p Local 12 News at Fo (4:30:00 PM-5:00:00 P	SHERROD BROWN SEN	P-3	1	MWASH-
				\$375.00				1	

Line: 34

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/17/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE	
Advertiser: Sherrod Brown for Senate													
Agency: Shorr Johnson Magnus													
Station: WKRC-TV													
Order: 67363													
Line: 34													
10/25/12	Thursday	1:51:36 PM	:30	\$375.00			4p Local 12 News at Fo (4:30:00 PM-5:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH	
				\$375.00							1		
Line: 35													
10/26/12	Friday	1:36:06 PM	:30	\$375.00			4p Local 12 News at Fo (4:30:00 PM-5:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH	
				\$375.00							1		
Line: 36													
10/29/12	Monday	1:52:06 PM	:30	\$375.00			4p Local 12 News at Fo (4:30:00 PM-5:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH	
				\$375.00							1		
Line: 37													
10/23/12	Tuesday	5:57:42 PM	:30	\$650.00	OHSBT\	6p Local 12 News at Six	6:00 PM-6:30 PM	SHERROD BROWN SEN		P-3	1	MWASH	
				\$650.00							1		
Line: 38													
10/24/12	Wednesday	5:27:11 PM	:30	\$650.00	OHSBT\	6p Local 12 News at Six	6:00 PM-6:30 PM	SHERROD BROWN SEN		P-3	1	MWASH	
				\$650.00							1		
Line: 39													
10/25/12	Thursday	5:20:02 PM	:30	\$650.00			6p Local 12 News at Six	6:00 PM-6:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1		
Line: 40													
10/26/12	Friday		:30	\$650.00			6p Local 12 News at Six	6:00 PM-6:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1		
Line: 41													
10/29/12	Monday	5:28:41 PM	:30	\$650.00			6p Local 12 News at Six	6:00 PM-6:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1		
Line: 42													
10/23/12	Tuesday	5:52:03 PM	:30	\$600.00	OHSBT\	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH	
				\$600.00							1		
Line: 43													
10/24/12	Wednesday	5:34:11 PM	:30	\$600.00	OHSBT\	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH	
				\$600.00							1		
Line: 44													
10/25/12	Thursday	5:27:10 PM	:30	\$600.00			5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH
				\$600.00							1		
Line: 45													
10/26/12	Friday	5:42:07 PM	:30	\$600.00			5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH
				\$600.00							1		
Line: 46													
10/29/12	Monday		:30	\$600.00			5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/17/12-10/29/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 67363												
Line: 46												
				\$600.00							1	
Line: 47												
10/23/12	Tuesday	7:19:39 PM	:30	\$650.00	OHSBTV	M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	
Line: 48												
10/24/12	Wednesday	7:04:11 PM	:30	\$650.00	OHSBTV	M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	
Line: 49												
10/25/12	Thursday	7:11:27 PM	:30	\$650.00		M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	
Line: 50												
10/26/12	Friday	7:22:14 PM	:30	\$650.00		M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	
Line: 51												
10/29/12	Monday		:30	\$650.00		M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	
Line: 52												
10/23/12	Tuesday	7:40:23 PM	:30	\$750.00	OHSBTV	M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	
Line: 53												
10/24/12	Wednesday	7:34:30 PM	:30	\$750.00	OHSBTV	M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	
Line: 54												
10/25/12	Thursday	7:35:30 PM	:30	\$750.00		M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	
Line: 55												
10/26/12	Friday	7:35:30 PM	:30	\$750.00		M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	
Line: 56												
10/29/12	Monday	7:43:20 PM	:30	\$750.00		M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	
Line: 57												
10/28/12	Sunday	7:40:08 PM	:30	\$3,000.00		Sun Reg 1	7:00 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$3,000.00							1	
Line: 58												
10/26/12	Friday		:30	\$1,600.00		Fri Reg 3	10:00 PM-11:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$1,600.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/17/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 67363												
Line: 59												
10/23/12	Tuesday	7:58:28 PM	:30	\$3,500.00	OHSBT	Tue Reg 1	8:00 PM-9:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 60												
10/28/12	Sunday	3:19:32 PM	:30	\$2,400.00		Sun Reg 3	(9:00:00 PM-10:00:00	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 62												
10/24/12	Wednesday	7:59:26 PM	:30	\$3,500.00	OHSBT	Wed Reg 1	8:00 PM-9:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 63												
10/25/12	Thursday	2:28:00 PM	:30	\$3,500.00		Thu Reg 3	10:00 PM-11:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 64												
10/24/12	Wednesday	3:58:26 PM	:30	\$3,200.00	OHSBT	Wed Reg 2	9:00 PM-10:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 65												
10/25/12	Thursday	3:44:13 PM	:30	\$3,800.00		Thu Reg 1	8:00 PM-9:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 66												
10/29/12	Monday	2:43:00 PM	:30	\$3,500.00		Mon Reg 3	10:00 PM-11:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 67												
10/23/12	Tuesday	2:09:42 XM	:30	\$375.00	OHSBT	Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	2	MWASH
10/23/12	Tuesday	1:58:07 PM	:30	\$375.00	OHSBT	Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
											2	
Line: 68												
10/24/12	Wednesday	1:59:30 PM	:30	\$375.00	OHSBT	Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	2	MWASH
10/24/12	Wednesday	2:25:30 XM	:30	\$375.00	OHSBT	Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
											2	
Line: 69												
10/25/12	Thursday	2:24:45 XM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	2	MWASH
10/25/12	Thursday	1:59:30 PM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
											2	
Line: 70												
10/26/12	Friday	2:24:15 XM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
10/26/12	Friday	1:59:30 PM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	2	MWASH
											2	
Line: 71												
10/29/12	Monday	2:24:30 XM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/17/12-10/29/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 67363												
Line: 71												
10/29/12	Monday	1:59:00 PM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	2	MWASH-
											2	
Line: 72												
10/23/12	Tuesday	1:21:39 PM	:30	\$1,100.00	OHSBT\	11p M-Su Local 12 New	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 73												
10/24/12	Wednesday	1:26:27 PM	:30	\$1,100.00	OHSBT\	11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 74												
10/25/12	Thursday	1:18:57 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 75												
10/26/12	Friday	1:04:34 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 76												
10/27/12	Saturday	1:27:45 PM	:30	\$1,100.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 77												
10/28/12	Sunday	1:27:22 PM	:30	\$1,100.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 78												
10/29/12	Monday	1:12:21 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 79												
10/24/12	Wednesday	5:36:35 AM	:30	\$250.00	OHSBT\	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 80												
10/25/12	Thursday	5:44:07 AM	:30	\$250.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 81												
10/26/12	Friday	5:43:37 AM	:30	\$250.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 82												
10/29/12	Monday	5:28:13 AM	:30	\$250.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 83												
10/24/12	Wednesday	5:04:57 AM	:30	\$250.00	OHSBT\	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH-

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Spot Manager: All, 10/17/12-10/29/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 67363												
Line: 83												
				\$250.00							1	
Line: 84												
10/25/12	Thursday	5:05:12 AM	:30	\$250.00			5a Good Morn Cincinnati (5:00:00 AM-5:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
				\$250.00							1	
Line: 85												
10/26/12	Friday	5:04:57 AM	:30	\$250.00			5a Good Morn Cincinnati (5:00:00 AM-5:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
				\$250.00							1	
Line: 86												
10/29/12	Monday	5:21:41 AM	:30	\$250.00			5a Good Morn Cincinnati (5:00:00 AM-5:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
				\$250.00							1	
Line: 87												
10/27/12	Saturday	1:56:40 PM	:30	\$350.00			Big East Football	12p-330p		SHERROD BROWN SEN	P-4	1 MWASH-
				\$350.00							1	
Line: 88												
10/27/12	Saturday	5:49:06 PM	:30	\$1,000.00			SEC Football	(3:30:00 PM-7:00:00 P		SHERROD BROWN SEN	P-3	1 MWASH-
				\$1,000.00							1	
Line: 89												
10/27/12	Saturday	1:25:32 XM	:30	\$25.00			Sat 105a-205a	105a-205a		SHERROD BROWN SEN	P-3	1 MWASH-
				\$25.00							1	
Line: 90												
10/28/12	Sunday	1:25:32 XM	:30	\$25.00			Sun 105a-205a	105a-205a		SHERROD BROWN SEN	P-3	1 MWASH-
				\$25.00							1	
Line: 91												
10/24/12	Wednesday	1:45:33 XM	:30	\$30.00		OHSBT\	430-5a News	430a-5a		SHERROD BROWN SEN	P-4	1 MWASH-
10/25/12	Thursday	1:54:09 XM	:30	\$30.00			430-5a News	430a-5a		SHERROD BROWN SEN	P-4	2 MWASH-
				\$60.00							2	
Line: 92												
10/25/12	Thursday	2:22:13 PM	:30	\$725.00			Local 12 News at Noon	12p-1230p		SHERROD BROWN SEN	P-2	2 MWASH-
10/26/12	Friday	2:08:37 PM	:30	\$725.00			Local 12 News at Noon	12p-1230p		SHERROD BROWN SEN	P-2	3 MWASH-
10/29/12	Monday	2:22:54 PM	:30	\$725.00			Local 12 News at Noon	12p-1230p		SHERROD BROWN SEN	P-2	1 MWASH-
				\$2,175.00							3	
Line: 93												
10/25/12	Thursday	1:19:41 PM	:30	\$650.00			4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P		SHERROD BROWN SEN	P-2	3 MWASH-
10/26/12	Friday	1:12:26 PM	:30	\$650.00			4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P		SHERROD BROWN SEN	P-2	2 MWASH-
10/29/12	Monday	1:13:26 PM	:30	\$650.00			4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P		SHERROD BROWN SEN	P-2	1 MWASH-
				\$1,950.00							3	
Line: 94												
10/25/12	Thursday	5:58:26 AM	:30	\$350.00			M-F 10a-11a	10a-11a		SHERROD BROWN SEN	P-2	2 MWASH-

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Spot Manager: All, 10/17/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 67363												
Line: 94												
10/26/12	Friday	16:10 AM	:30	\$350.00		M-F 10a-11a	10a-11a	SHERROD BROWN SEN		P-2	3	MWASH-
10/29/12	Monday	15:40 AM	:30	\$350.00		M-F 10a-11a	10a-11a	SHERROD BROWN SEN		P-2	1	MWASH-
											3	
Line: 95												
10/29/12	Monday	2:11:00 XM	:30	\$750.00		Letterman	1135p-1235a	SHERROD BROWN SEN		P-2	1	MWASH-
											1	
Line: 96												
10/26/12	Friday	5:22:11 AM	:30	\$500.00		5a Good Morn Cincinna (5:00:00 AM-5:30:00 A		SHERROD BROWN SEN		P-2	1	MWASH-
											1	
											103	
											103	
											103	
											103	
											103	
											103	

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